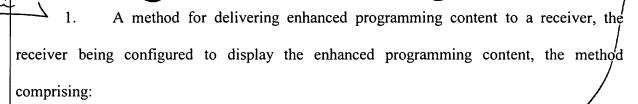
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a step for creating a schema document, the schema document comparising at least one of (i) a trigger data structure, (ii) an announcement data structure, (iii) a package data structure, (iv) a timeline data structure, and (v) a carousel data structure;

a step for accessing the schema document, the schema document comprising at least one instruction for the delivery of enhanced programming content;

a step for analyzing the at least one instruction to retrieve the timeline data structure, the timeline data structure comprising an event controlling the delivery of the enhanced programming content to the receiver; and

a step for delivering the enhanced programming content to the receiver when the event occurs.

- A method as recited in claim, further comprising: 2.
- a step for viewing television programming deliverable to the receiver; (a) and
- (b) in response to viewing the television programming, a step for creating the schema document associated with the television programming.
- 3. A method as recited in claim 1, wherein the step for accessing the schema document comprises the step of retrieving the schema document from a repository containing a plurality of schema documents.

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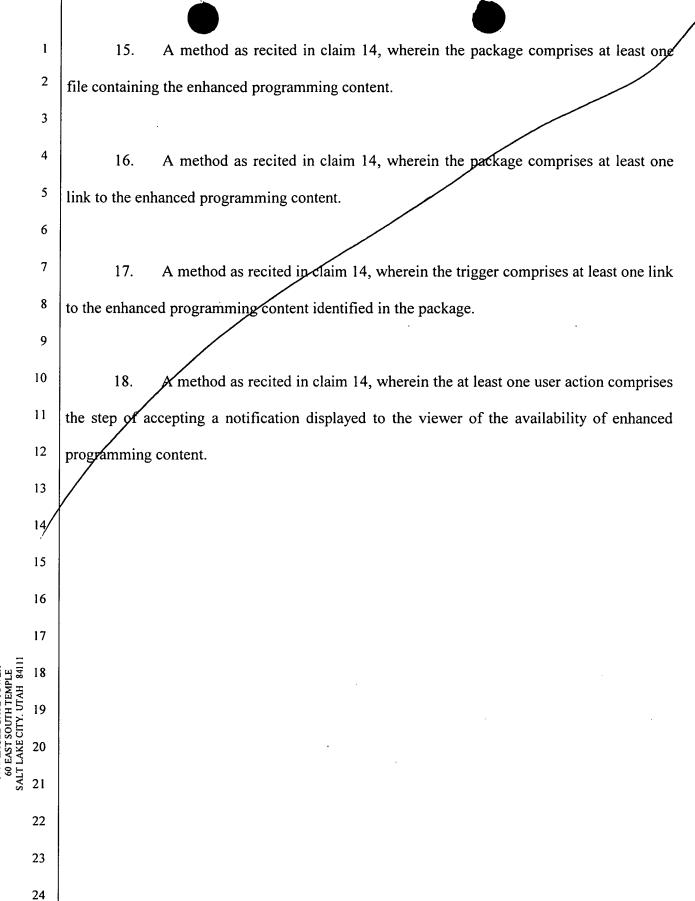
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4.	A method	as recited	l in c	laim 1,	wherein	the	step	for	creating	the	schema
document com	prises a ste	p for creati	ng the	e schema	docume	nt w	ith an	aut	horing to	ol.	

- 5. A method as recited in claim 1, wherein the enhanced programming content comprises at least one of an announcement element, a trigger element, and a package element.
- 6. A method as recited in claim 1, wherein the delivering step comprises delivering the enhanced programming content in an order selected from the group consisting of a sequential order and an asynchronous order.
- 7. A method as recited in claim 1, wherein the delivering step comprises synchronizing the enhanced programming content with the television programming.
- 8. A method as recited in claim 1, wherein the delivering step comprises delivering the enhanced programping content with a communication protocol.
- 9. A method/as recited in claim 8, wherein the communication protocol is selected from the group consisting of (i) a transport A protocol and (ii) a transport B protocol.
- 10. A method as recited in claim 1, wherein the delivering step comprises delivering the enhanced programming content before a deliver-by time, defined in the schema document.

11.		A	method	as	recited	in	claim	1,	whe	rein	the	deliver	ring	step	co	mprises
delivering	the	er	nhanced	pro	grammi	ng	content	: b	y a	start	t tin	ne defi	ned	in	the	schema
document.																

- 12. A method as recited in claim 1, wherein the timeline data structure functions as the carousel data structure.
- 13. A method as recited in claim 1, wherein the carousel data structure functions as the timeline data structure.
 - 14. A method as recited in claim 1, wherein the delivery step comprises:
 - (a) a step for delivering an announcement signal comprising the announcement data structure to the receiver, the announcement signal identifying the availability of enhanced programming content to the receiver;
 - (b) a step for delivering a package comprising the package data structure to the receiver, the package identifying the enhanced programming content;
 - (c) a step for delivering a trigger signal comprising the trigger data structure to the receiver, the receiver notifying the viewer of the availability of enhanced programming content; and
 - in response to a selection by the viewer to receive the enhanced programming content, a step for displaying the enhanced programming content to the viewer.



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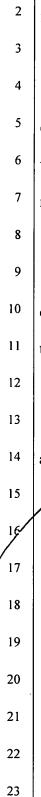
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- a first data field containing data representing the availability of (a) enhanced programming content;
- a second data field containing data representing the location of the (b) enhanced programming content;
- a third data field containing data representing at least one trigger, the at (c) least one trigger controlling the delivery of the shanced programming content; and
- a fourth data field containing data representing a timeline, the timeline (d) controlling the delivery of the first data/field, the second data field, and the third data field to the receiver.
- 20. A computer-readable medium as recited in claim 19, wherein the first data field comprises an announcement, the announcement comprising an announcement data structure.
- 21. A computer-readable medium as recited in claim 19, wherein the second data field comprises a package, the package comprising a package data structure.
- 22. A computer-readable medium as recited in claim 21, wherein the package comprises at/least one of (i) a file of enhanced programming content and (ii) a link to a file of enhanced programming content.



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23.	Α	computer-readable	medium	as	recited	in	claim	19,	wherein	the	third	data
C 11					. •	1.						
field comp	rises a	trigger, the trigger of	comprisin	g a	trigger	dat	a struc	ture	•			/

24. A computer-readable medium as recited in claim 19, wherein the timeline controls at least one of (i) a starting time for delivering the enhanced programming content to the receiver and (ii) a stopping time for delivering the enhanced programming content to the receiver.

25. A computer-readable medium as recited in claim 19, wherein the timeline comprises a time, the time defining when delivery of the enhanced programming content to the receiver is to be completed.

26. A computer-readable medium as recited in claim 19, wherein the timeline acts as a carousel.

27.	A method for delivering enhanced programming to a receiver as defined	by						
schema document, the method comprising:								

a step for creating a schema document comprising at least one of (i) a trigger data structure, (ii) an announcement data structure, (iii) a package data structure, (iv) a timeline data structure, and (v) a carousel data structure;

a step for retrieving the schema document;

a step for generating a timeline from the schema document, the timeline defining the schedule for sending the at least one of the data structure to the receiver; and

a step for delivering the at least one of the announcement, the trigger, and the package to the receiver following the schedule.

- 28. A method as recited in claim 27, further comprising the step of verifying the schema document against a stored verification document.
- 29. A method as recited in claim 27, further comprising the step of delivering programming to the receiver, the programming containing at least one of (i) the announcement, (ii) the trigger, and (iii) the package.
- 30. A method as recited in claim 27, wherein the document comprises an XML document.





A method as recited in claim 27, wherein the generating step comprises 31.

defining at least one element for each announcement, trigger, and package.

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32.	system for providing television programming and enhanced programming	ľ
content that is	pable of being displayed on a variety of receivers, the system comprising:	/

- (a) an interactive module configured to create at least one schema document, the schema document being configured to define the enhanced programming content in a standardized configuration, the schema document comprising at least one of (i) a trigger data structure, (ii) an announcement data structure, (iii) a package data structure, (iv) a timeline data structure, and (v) a carousel data structure;
- (b) an encoder module, in communication with the interactive module, configured to encode the enhanced programming content, in response to the configuration of the timeline data structure, onto a communication line containing the television programming; and
- (c) a receiver module, in communication with the encoder module, for receiving the enhanced programming content and displaying the enhanced programming content to a viewer.
- 33. A system as recited in claim 32, wherein the interactive module comprises:
- (a) a data storage module configured to store the at least one schema document; and
- (b) an application module configured to retrieve the at least one schema document and the enhanced programming content defined in the at least one schema document.

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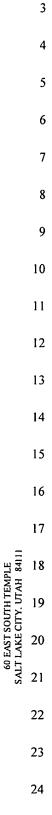
- (a) an interface module configured to receive requests for modifications to the schema document;
- (b) a stream module configured to modify the schema document following the requests received by the interface module; and
- (c) a send module configured to manipulate the schema document and the enhanced programming content for delivery to the receiver.
- 35. A system as recited in claim 32, wherein the interactive module comprises:
- (a) an interface module configured to receive requests to generate a schema document, the schema document defining the enhanced programming content deliverable with the television programming;
- (b) a stream module configured to generate the schema document in response to the requests received by the interface module; and
- (c) a send module configured to deliver the enhanced programming content to the receiver module.
- 36. A system as recited in claim 32, wherein the communication line comprises a plurality of different channels.





37. A system as recited in claim 36, wherein the communication line comprises a first channel configured to transport the television programming to the receiver and a second channel configured to transport the enhanced programming to the receiver, the first channel and the second channel being different channels.

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	38.	A	comp	outer	pro	duct	for	imple	mentin	g a	met	thod	for	prov	iding	enhanc	ec
prograi	mming	con	itent (define	ed w	vithin	as	chema	docun	nent	to a	viev	ver c	of a r	eceive	er modu	ь
compri	sing:																

a computer readable medium carrying computer-executable instructions for implementing the method where the computer-executable instructions comprise:

a step for retrieving a schema document, the schema document comprising at least one instruction for the delivery of enhanced programming content;

a step for analyzing the at least one instruction to retrieve a timeline for the deliver of the enhanced programming content to the receiver; and

in response to the timeline, a step for delivering the enhanced programming content to the receiver for display to the viewer.

39. A method for delivering enhanced programming content to a receiver that displays the enhanced programming content to a viewer, the method comprising:

an act of retrieving a schema document, the schema document comprising at least one instruction for the delivery of enhanced programming content;

an act of analyzing the at least one instruction to retrieve a timeline for the deliver of the enhanced programming content to the receiver; and

in response to the timeline, an act of delivering the enhanced programming content to the receiver for display to the viewer.